

oliva
tessen
BY MERCACEI

the delicate pleasure of extra
virgin olive oil...



Quality, diversity and authenticity. These are the main hallmarks that identify Extra Virgin Alliance (EVA), an international alliance of EVOO producers who are aiming to create a nexus with consumers and put a focus on this marvelous product by means of culture, education and the improvement of the whole chain of supply, as well as the dissemination of its benefits and health-friendly properties using traditional mass media as well as the new digital communication channels.

EVA, an Alliance for Quality in Extra Virgin



Marqués de Valdueza, Precision Agriculture

One has to travel to the heart of Iberian Extremadura to reach Finca Perales de Valdueza. It is very near Mérida, one of the main cities in Roman Hispania, and has belonged to the family of the present Marquis of Valdueza since 1624. When one reaches this place, one has the sensation of standing before a painting, where all has been calculated, all is in order and in place: here there are cultivated fields, there vineyards, further away olive groves and over there, the oil press and the cellars.

Morisca, arbequina, picual and hojiblanca are the varieties that have been cultivated on these 195 hectares, spread across basically clayey, sandy, limey and rocky soils. This obliges employing different types of care for the olive trees, depending on the soil they are growing on, which means the practice of precision agriculture. This pursues a very clear objective: the attainment of excellence and the highest level of organoleptic quality in the olive oil. The starting point is in the field and the olive, but these are complemented with a continuous investment in machinery and R&D. Marqués de Valdueza works in close contact with the Center for Food and Agriculture Technology in Extremadura, in aspects such as the analysis of fruits before the harvest, to be able to set a precise date for the start of the campaign.

The final result is thanks to the work done by Nature itself, to technological innovations and to the people who work at the olive groves and the oil press, who have been improving the oil from this estate for generations. An oil that is different because of its balanced nature. The personal style of Marqués de Valdueza is characterized for being potent and



agreeable to the nose and gentle on the palate; with a fair measure of bitterness and peppery tingle. The four varieties allow for a balanced *coupage*, that varies every year.

Marqués de Valdueza and *Merula* are the two commercial names their oils are commercialized under. Both share a mixture of varieties, producing an EVOO that is very fruity, with fresh, herbal and grassy notes, which – to start with – appear very sweet, but go on to leave a light bitter and peppery taste. One can also appreciate tomato, green almond, slight banana and vanilla sensations. But the olives that produce *Merula* are harvested slightly later and in this way the olive oil becomes more versatile, perfect for numerous gastronomic applications, as much for cold dishes as for hot ones. This makes it an excellent condiment, just as ideal for the grand chefs as for the most demanding private and family consumers.

Many of these consumers are located in the more than 25 countries in which, since 2000, Marqués de Valdueza is present: all over North America and part of Central America, throughout nearly the whole of Europe, China, Russia, Japan, Singapore, Philippine Islands... But many others consumers are also in Spain, where the Marqués de Valdueza olive oils have been acknowledged by the Ministry of Agriculture as being the Best Extra Virgin Olive Oil.

www.marquesdevaldueza.com

